



WXYZ

ORDER

Print Date 10/26/12

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Flight Dates **10/22/12-10/28/12**

Contract / Revision **303459 /** **DIBC2 Detroit Int Bridge Co 2012**

Original Date / Revision
06/29/12 10/24/12

Advertiser **The People Should Decide C**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product
DIBC2 Detroit Int Bridge Co 2012

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C22C28**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	85	\$83,682.50	\$98,450.00	0.00	10/01/12	10/28/12	85	\$83,682.50	\$98,450.00
Totals	85	\$83,682.50	\$98,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/22/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	11111--			5		\$500.00		0.00				
N 2	WXYZ	10/23/12	10/25/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	-111---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-111---			3		\$400.00		0.00				
N 3	WXYZ	10/22/12	10/26/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1--11--	:30	3	\$750.00	P-4	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **303459** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 10/24/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C22C28**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 3	WXYZ	10/22/12	10/26/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1--11--	:30	3	\$750.00	P-4	0.00 NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	1--11--	3		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>			
1	WXYZ	10/22/12-10/28/12		M-F 11a-12n		11am-12pm M-F	M--ThF----	:30		(\$750.00)		0.00 NM			
See MG 25.5 [higher rate poltical]															
2	WXYZ	10/22/12-10/28/12		M-F 11a-12n		11am-12pm M-F	M--ThF----	:30		(\$750.00)		0.00 NM			
See MG 25.5 [higher rate political]															
3	NXYZ	10/22/12-10/28/12		M-F 11a-12n		11am-12pm M-F	M--ThF----	:30		\$1,500.00		0.00 NM			
N 4	WXYZ	10/23/12	10/24/12	12p Noon News 12n-1p	CM	12-1pm M-F	-11----	:30	2	\$500.00	P-4	0.00 NM	2	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-11----	2		\$500.00		0.00						
N 5	WXYZ	10/24/12	10/24/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--W----	:30	1	\$900.00	P-4	0.00 NM	1	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$900.00		0.00						
N 6	WXYZ	10/22/12	10/26/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00 NM	5	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11111--	5		\$150.00		0.00						
N 7	WXYZ	10/22/12	10/26/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-4	0.00 NM	5	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11111--	5		\$400.00		0.00						
N 8	WXYZ	10/22/12	10/26/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00 NM	10	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	22222--	10		\$900.00		0.00						
N 9	WXYZ	10/27/12	10/27/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$250.00		0.00						
N 10	WXYZ	10/27/12	10/27/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$350.00	P-4	0.00 NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	2		\$350.00		0.00						
N 11	WXYZ	10/27/12	10/27/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$350.00		0.00						
N 12	WXYZ	10/28/12	10/28/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	2	\$350.00	P-4	0.00 NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	2		\$350.00		0.00						
N 13	WXYZ	10/28/12	10/28/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$350.00		0.00						



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Contract / Revision **303459** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 10/24/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C22C28**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WXYZ	10/28/12	10/28/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$350.00		0.00			
N 14	WXYZ	10/28/12	10/28/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$500.00		0.00			
N 15	WXYZ	10/22/12	10/26/12	5p News 5-6pm M-F	CM	5-6pm M-F	22222--	:30	10	\$1,000.00	P-4	0.00	NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	22222--					10	\$1,000.00		0.00			
N 16	WXYZ	10/22/12	10/26/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$1,200.00		0.00			
N 17	WXYZ	10/22/12	10/26/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$1,200.00		0.00			
N 18	WXYZ	10/28/12	10/28/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$750.00		0.00			
N 19	WXYZ	10/22/12	10/26/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11	11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$250.00		0.00			
N 20	WXYZ	10/27/12	10/27/12	SA 1130p-1230a Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$250.00		0.00			
N 21	WXYZ	10/28/12	10/28/12	SU 12a-1a The Unit	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$250.00		0.00			
N 22	WXYZ	10/28/12	10/28/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$550.00		0.00			
N 23	WXYZ	10/22/12	10/28/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1111111	:30	7	\$2,000.00	P-4	0.00	NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1111111					7	\$2,000.00		0.00			



WXYZ

Print Date: 10/26/12

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Contract / Revision **303459** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 10/24/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C22C28**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N23	WXYZ	10/22/12	10/28/12	Late News M-Su 11pm Action News Update	CM	11-1135pm M-Su	1111111	:30	7	\$2,000.00	P-4	0.00 NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1111111	7		\$2,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	10/22/12-10/28/12		Late News M-Su		11-1135pm M-Su	MTWThFSaSu	:30		(\$2,000.00)		0.00 NM		
See MG 23.8														
[news is at 11:30pm on Monday, 10/22]														
6	WXYZ	10/22/12-10/28/12		Late News M-Su		11-1135pm M-Su	MTWThFSaSu	:30		(\$2,000.00)		0.00 NM		
See MG 23.9														
[news at 1130pm on Saturday, 10/27]														
8	NXYZ	10/22/12-10/22/12		Late News M-Su		1130pm-1200am(11:30 PM-12:00M	-----	:30		\$2,000.00		0.00 NM		
Ⓜ MG for 23.1 10/22														
[Program Late-Run]														
9	NXYZ	10/27/12-10/27/12		Late News M-Su		1130pm-1200am(11:30 PM-12:00C	-----Sa--	:30		\$2,000.00		0.00 NM		
Ⓜ MG for 23.6 10/27														
N24	WXYZ	10/22/12	10/26/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	11111--	5		\$750.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	10/22/12-10/28/12		M-F 1135p-1205a		1135pm-1205am	MTWThF----	:30		(\$750.00)		0.00 NM		
Credited														
2	NXYZ	10/22/12-10/28/12		M-F 1135p-1205a		1135pm-1205am	MTWThF----	:30		\$1,500.00		0.00 NM		
3	NXYZ	10/22/12-10/28/12		M-F 1135p-1205a		1135pm-1205am	MTWThF----	:30		\$1,500.00		0.00 NM		
4	WXYZ	10/22/12-10/28/12		M-F 1135p-1205a		1135pm-1205am	MTWThF----	:30		(\$750.00)		0.00 NM		
Credited														
5	WXYZ	10/22/12-10/28/12		M-F 1135p-1205a		1135pm-1205am	MTWThF----	:30		(\$750.00)		0.00 NM		
Credited														
N25	WXYZ	10/22/12	10/25/12	Access M-F 730-8pm ET	CM	730-8pm M-F	1111---	:30	4	\$1,800.00	P-4	0.00 NM	4	\$24,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1111---	4		\$1,800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	10/22/12-10/28/12		Access M-F 730-8pm		730-8pm M-F	MTWTh-----	:30		(\$1,800.00)		0.00 NM		
See MG 25.5														
[Ford Lions report live]														
5	NXYZ	10/22/12-10/22/12		Detroit Lions Football		830-1130p	M-----	:30		\$19,300.00		0.00 NM		
Ⓜ MG for 26.1,3.2,3.1,25.1														
N26	WXYZ	10/22/12	10/22/12	Monday Prime C Castle	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-4	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----	1		\$5,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	10/22/12-10/28/12		Monday Prime C		10-11pm Monday	M-----	:30		(\$5,000.00)		0.00 NM		
See MG 25.5														
[Lions Football]														
N28	WXYZ	10/26/12	10/26/12	Friday Prime A Shark Tank	CM	8-9pm Friday	----F--	:30	1	\$2,000.00	P-4	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----F--	1		\$2,000.00		0.00					



WXYZ

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Original Date / Revision 06/29/12/ 10/24/12 Order Sep 00:20:00
Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C22C28**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N29	WXYZ	10/28/12	10/28/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$3,000.00		0.00			
N31	WXYZ	10/28/12	10/28/12	Sunday Prime C Revenge	CM	9-10pm Sunday	-----S	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$5,000.00		0.00			
Totals														85	\$98,450.00